

# ALICIA N. PIMENTAL

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## PROFESSIONAL EXPERIENCE

### Chesapeake Bay Program/Alliance for the Chesapeake Bay, Annapolis, Md.

*Communications Associate, April 2006-present*

- Research and write approximately two news stories per week for Chesapeake Bay Program Web site ([www.chesapeakebay.net](http://www.chesapeakebay.net)) on environmental conditions, scientific data and restoration projects taking place throughout the Chesapeake Bay watershed.
- Led Web content rewrite process during 18-month redesign of Chesapeake Bay Program Web site.
- Assist with media inquiries and facilitate interviews between subject-matter experts and environment reporters at the *Washington Post*, *Virginian-Pilot* and other regional media outlets.
- Developed media list of more than 300 newspaper, television and radio station contacts in the Chesapeake Bay watershed.
- Promote environmentally friendly lawn care habits via Chesapeake Club Web site ([www.chesapeakeclub.org](http://www.chesapeakeclub.org)) and print materials.
- Design and edit *Chesapeake Currents*, a monthly e-newsletter on timely Bay topics sent to more than 1,100 subscribers.
- Write, edit and moderate entries for Chesapeake Bay Program Blog (<http://blog.chesapeakebay.net>).

### Peace Corps, Washington, D.C.

*Press Relations Intern, January-April 2006*

- Supported Peace Corps 45<sup>th</sup> anniversary events by writing about notable Peace Corps volunteers for Spring 2006 edition of *Peace Corps Times*, a newsletter distributed to employees and volunteers worldwide.
- Wrote press release on top Peace Corps volunteer-contributing colleges in 2005, which was covered by college media nationwide.

### National Oceanic and Atmospheric Administration (NOAA) Fisheries Service, Silver Spring, Md.

*Public Affairs Intern, May-December 2005*

- Researched and wrote 700-word, bylined centerfold article for October 2005 edition of *NOAA Report*, an internal newsletter.
- Wrote two press releases that were distributed to targeted media nationwide, resulting in coverage in newspapers including the *Richmond Times-Dispatch*, the *Juneau Empire* and the *Providence Business Journal*.
- Assisted with media inquiries and facilitated interviews between reporters and NOAA scientists, resulting in coverage by media outlets including CNN.com, the *Philadelphia Inquirer* and the *Delaware News Journal*.

### American University Career Center, Washington, D.C.

*Assistant to Publications and Marketing Manager, August 2004-May 2006*

- Promoted Career Center events and services to campus community using targeted e-mails and campus advertisements.
- Created employer e-newsletter with information about Career Center events that was distributed to 6,700 area companies.

### The Talon, American University's Yearbook, Washington, D.C.

*Managing Editor, August 2003-May 2005*

- Generated more than \$15,000 in revenue over two years from advertisement sales to parents of graduating seniors.
- Doubled number of seniors photographed for the yearbook from 2003 to 2004 by promoting photo sessions through targeted e-mails and campus advertisements.
- As head of public relations team, directed volunteer staff of three in conducting outreach to students and campus organizations.

## COMPUTER SKILLS

### Proficient in:

- Adobe Dreamweaver, Fireworks, InDesign and Photoshop; Content Management Systems; HTML and CSS; iMovie/Windows Movie Maker, Microsoft Office (Excel, Outlook, PowerPoint and Word); Social Networks; Windows and Mac Operating Systems

### Knowledge of:

- Adobe Flash and Illustrator; E-mail Blast Software

## EDUCATION

### American University, Washington, D.C., May 2006

- B.A., Public Communication; Minor in Political Science

### Anne Arundel Community College, Arnold, Md., In Progress

- Coursework in Photography, Graphic Design and Web Design

## PROFESSIONAL ASSOCIATIONS

### The Public Relations Society of America (PRSA)

- Member of Maryland and Central Chesapeake Chapters, 2006-present

### The Public Relations Student Society of America (PRSSA)

- Member from 2002-2006; American University Chapter President, 2004-2005